AMENDMENTS TO THE CLAIMS

1.   (Currently amended) In a product search engine, a method for displaying search results in response to a search query, comprising:

obtaining a product search query generated by a user;

obtaining search results comprising a set of links, each of the links being associated with a web document determined to be responsive to the query; ~~and~~

displaying the set of links <u>on a search result page</u> in an order corresponding to a relevance ranking and according to a <u>selected one of a</u> plurality of user-selectable formats, wherein the plurality of user-selectable formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells, each cell displaying information corresponding to one product, and every cell displaying information about a different product~~.~~<u>; and</u>

<u>displaying advertising on the search result page at a location specified by the selected one of the plurality of user-selectable formats.</u>

2.   (Canceled).

3.   (Canceled).

4.   (Previously presented)   The method of claim 1, further comprising:

for each of the set of links, generating a first set of cues for output in a first one of the plurality of user-selectable formats, and generating a second set of cues for output in a second one of the plurality of user-selectable formats.

5.   (Original)   The method of claim 4, further comprising generating the first set of cues for output as a first type of media and the second set of cues as output as a second type of media.

6.   (Original)   The method of claim 4, further comprising generating the set of cues for output as text, and generating the second set of cues for output as a truncated version of the first set of cues.

7.   (Original)   The method of claim 5, further comprising generating the set of cues for output as an image.

8.   (Original)   The method of claim 5, further comprising generating the first set of cues for output as audio.

9.   (Original)   The method of claim 5, further comprising generating the first set of cues for output as text.

10.   (Canceled).

11.   (Canceled).

12.   (Canceled).

13.   (Canceled).

14.   (Canceled).

15.   (Canceled).

16.   (Currently amended) In a product search engine, a method for displaying search

results, comprising:

        generating a set of search results in response to a search query; ~~and~~

        displaying the set of search results in an order corresponding to a relevance

ranking, as a grid of two or more columns on a search result page, in response to user

selection <u>and customization</u> of a grid view, and wherein the grid view is comprised of a

plurality of cells, each cell displaying information corresponding to one product, and

every cell displaying information about a different product~~.~~<u>; and</u>

        <u>displaying advertising on the search result page at a location specified by the user-</u>

<u>selected and customized grid view.</u>

17.   (Original) The method of claim 16, further comprising displaying an associated

picture for one or more of the results in the set of search results.

18.   (Currently amended) In a specialized search engine, a method for outputting

specialized search results, comprising:

generating a set of search results <u>on a search result page</u> in response to a search query;

outputting a first set of cues for one of the set of search results in an order corresponding to a relevance ranking, upon selection of a grid view output mode by a user, wherein the grid view is comprised of a plurality of cells, each cell displaying information corresponding to one product, and every cell displaying information about a different product; ~~and~~

outputting a second set of cues for the one of the set of search results in the order corresponding to the relevance ranking, upon selection of a list view output mode by the user~~.~~<u>; and</u>

<u>outputting advertising for display on the results page at a location determined responsive to the output mode selected by the user.</u>

19.   (Canceled).

20.   (Currently amended) An apparatus for searching a database in response to a search query comprising:

a storage area to store a set of instructions; and

a processor, coupled to the storage area, to execute the instructions which cause the processor to:

obtain a set of search results from a database in response to a query; and

generate the set of search results for output <u>on a search result page</u> in an order corresponding to a relevance ranking and in a first format, wherein a first set of cues are output for one of the set of search results in response to user selection of a grid view, wherein the grid view is comprised of a plurality of cells, each cell displaying

information corresponding to one product, and every cell displaying information about a different product; ~~and~~

generate the set of search results for output <u>on the search result page</u> in the order corresponding to the relevance ranking and in a second format, wherein a second set of cues are output for one of the set of search results in response to user selection of a list view~~.~~<u>; and</u>

<u>generate advertising for display on the search result page at a location determined responsive to a view selected by the user.</u>

21.   (Original) The apparatus of claim 20, wherein the first set of cues and second set of cues differ with respect to an amount of text included in each.

22.   (Previously presented) The apparatus of claim 21, wherein the instructions which cause the processor to generate the set of search results for output in a first format comprise displaying the set of search results in a grid format, wherein at least one of the set of search results includes a pictorial representation of a product associated with that result.

23.   (Currently amended) A product search engine system comprising:

means for generating product-related search results in an order corresponding to a relevance ranking, the results displayed <u>on a search result page</u> in a first output format in response to user selection of a grid format, wherein the grid format is comprised of a

plurality of cells, each cell displaying information corresponding to one product, and every cell displaying information about a different product; ~~and~~

means for generating product-related search results in the order corresponding to the relevance ranking, the results displayed in a second output format in response to user selection of a list format~~.~~; and

means for generating advertising for display on the search result page at a location determined responsive to a view selected by the user.

24.   (Original) The product search engine system of claim 23, wherein the first output format includes displaying the product-related search results in a grid format comprising two or more columns.

25.   (Previously presented) The method of claim 1, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each document determined to be responsive to the query.

26.   (Previously presented) The method of claim 12, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each search result determined to be responsive to the product search.

27.   (Previously presented) The method of claim 16, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each search result determined to be responsive to the query.

28.	(Previously presented) The method of claim 18, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each search result determined to be responsive to the query.

29.	(New) The method of claim 1, wherein the grid view comprises a rectangular matrix of rows and columns forming the plurality of cells.

30.	(New) The method of claim 1, wherein the location of the displayed advertising is user-configurable.